

2008 ARIZONA VISITOR PROFILE

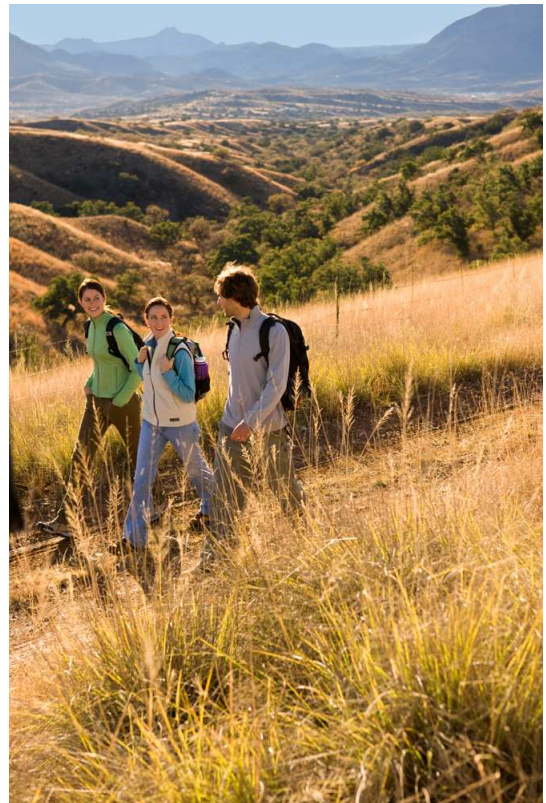
TOTAL DOMESTIC OVERNIGHT
RESIDENTS VS. NON-RESIDENTS

	Overnight Residents	Overnight Non-Residents	Total Overnight
Domestic Visitors	9.8 million	22.6 million	32.4 million
Average Length of Stay	2.3 nights	4.3 nights	3.6 nights
Average Age	45.3 years	46.3 years	45.6 years
Average Household Income	\$65,800	\$78,400	\$74,200
Average Travel Party Size	2.7 persons	2.7 persons	2.7 persons

QUARTER TRIP STARTED			
	Overnight Residents	Overnight Non-Residents	Total Overnight
1st Quarter	21.0%	31.3%	27.9%
2nd Quarter	22.8%	27.8%	26.2%
3rd Quarter	28.3%	20.1%	22.8%
4th Quarter	27.9%	20.7%	23.1%

TRANSPORTATION USED*			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Own Auto	79.9%	35.2%	47.3%
Plane	3.6%	25.3%	19.5%
Rental Car	6.0%	20.3%	16.5%
Camper, RV	4.2%	4.3%	4.3%
Bus	1.8%	4.1%	3.5%
Train	1.3%	2.7%	2.3%
Other	3.2%	8.0%	6.7%

*Estimate generated by the Arizona Office of Tourism from data provided from Longwoods International.



2008 TOTAL DOMESTIC OVERNIGHT
RESIDENTS VS. NON-RESIDENTS
(CONTINUED)

HOUSEHOLD INCOME			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Average HH Income	\$65,800	\$78,400	\$74,200
Under \$50,000	45.9%	33.8%	37.8%
\$50,000 -74,999	18.7%	19.7%	19.4%
\$75,000 -99,999	14.8%	14.5%	14.6%
\$100,000 or Higher	20.6%	31.9%	28.1%

TRAVEL PARTY COMPOSITION			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Average Travel Party Size	2.7 persons	2.7 persons	2.7 persons
1	22.3%	27.3%	25.6%
2	42.2%	39.4%	40.3%
3-5	29.3%	25.9%	27.0%
6+	6.4%	7.5%	7.1%

PURPOSE OF TRIP			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Business	16.7%	14.9%	13.6%
Conference/Convention	2.9%	5.1%	4.4%
Other Business	8.2%	9.7%	9.2%
Business-Leisure	5.6%	6.0%	5.8%
Leisure	79.2%	83.3%	80.5%
Visiting Friends/Relatives	37.7%	39.7%	39.0%
Touring to experience scenic beauty, history & culture	11.5%	14.5%	13.5%
Outdoors	14.6%	4.6%	7.9%
Special event	5.4%	8.6%	7.6%
City Trip	4.5%	4.8%	4.7%
Casino	5.4%	2.1%	3.2%
Resort	2.7%	2.5%	2.5%
Theme park	0.5%	1.3%	1.0%
Cruise	0.5%	1.1%	0.9%
Skiing/snowboarding	0.5%	0.0%	0.2%

ACCOMMODATION TYPE*			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Paid	62.9%	72.3%	69.7%
Non-Paid	37.1%	27.7%	30.3%

*Estimate generated by the Arizona Office of Tourism from data provided from Longwoods International.

2008 TOTAL DOMESTIC OVERNIGHT
RESIDENTS VS. NON-RESIDENTS
(CONTINUED)

AGE			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Average Age	45.3 years	46.3 years	45.6 years
18-34 years	26.0%	33.4%	30.9%
35-54 years	42.8%	33.7%	36.8%
55+ years	32.3%	32.9%	32.3%

ORIGIN STATE			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Arizona	100.0%		33.2%
California		33.8%	22.6%
Texas		5.3%	3.6%
Nevada		4.7%	3.2%
New Mexico		4.2%	2.8%
Washington		3.8%	2.5%
New York		3.8%	2.5%
Illinois		3.4%	2.3%
Colorado		3.3%	2.2%
Florida		3.0%	2.0%

PRIMARY ACTIVITY PARTICIPATION WHILE IN ARIZONA*			
	Overnight Residents	Overnight Non-Residents	Total Overnight
Shopping	27.6%	36.7%	33.7%
Fine Dining	17.4%	27.2%	24.0%
National/State Park	17.2%	23.7%	21.5%
Casino	6.7%	14.2%	16.5%
Landmark/Historic Site	11.5%	19.0%	16.5%
Swimming	11.2%	18.8%	16.3%
Bar/Disco/Nightclub	12.7%	14.6%	13.9%
Hiking/Backpacking	15.1%	11.4%	12.6%
Museum	6.7%	13.1%	11.0%
Beach/Waterfront	5.1%	11.6%	9.4%
Art Gallery	4.9%	10.8%	8.8%
Camping	11.8%	7.3%	8.8%
Business Meetings	4.4%	9.5%	7.8%
Fair/Exhibition/Festival	5.3%	6.6%	6.2%
Spa	4.0%	7.2%	6.2%
Golf	2.8%	7.4%	5.9%
Theater/Opera/Dance/Symphony	3.0%	6.9%	5.6%
Fishing	6.7%	4.7%	5.3%
Prof./College Sports Event	1.8%	6.5%	5.0%
Biking	1.3%	6.7%	4.9%

*Not mutually exclusive.